GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5244
ANSWERED ON:05.04.2017
Auctions of DD-Direct
Agrawal Shri Rajendra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the 24th Auction of DD-Direct was held in November 2015 and if so, the details thereof along with details of the lowest and highest bids thereon;

(b) whether the Doordarshan has not revised the reserve price of Rs. 6 crore in subsequent auctions after the 24th Auction for private TV channels to take slot on DD Free dish and if so, the details thereof;

(c) whether the bids in subsequent auctions were around Rs. 4.3 crore indicating cartelization and the loss in possible revenue out of it;

(d) if so, the details of the maximum bid in the 32nd Auction of DD Free dish held on 14th February, 2017 along with the reasons for keeping the reserve bid artificially low; and

(e) whether there is any proposal to revise reserve prices to a minimum of Rs. 6-7 crore for subsequent auctions and if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Prasar Bharati has informed that the 24th e-Auction was held on 09.11.2015. The details of 24th e-Auction are enclosed at Annexure.

(b) Doordarshan conducted 24th e-Auction to 31st e-Auction with a Reserve Price of Rs. 4.30 Crores per DTH Slot. However, in the 32nd e-Auction conducted on 14.02.2017 the Reserve Price was revised to Rs.4.80 Crores.

(c) The bid amount ranged from Rs. 4.3 Crores to Rs 7.6 Crores.

(d) Does not arise in view of (b) & (c) above.

(e) The matter has not yet been decided.
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